

# **Carlsbad Tourism Business Improvement District**

## **Financial Update**

Nov 30, 2010

# CTBID Assessment Revenue

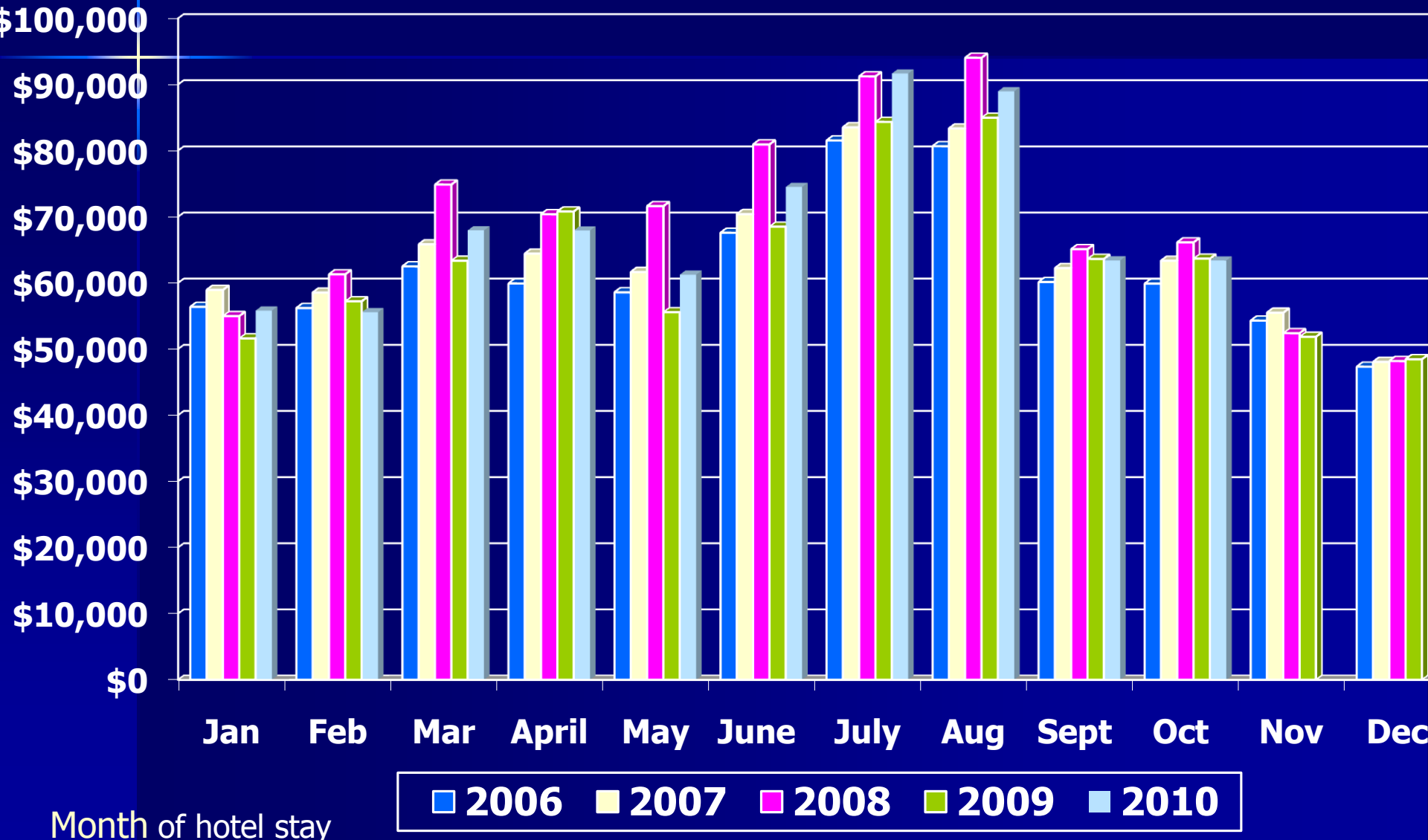


Month of hotel stay

Ave Occupancy 57%

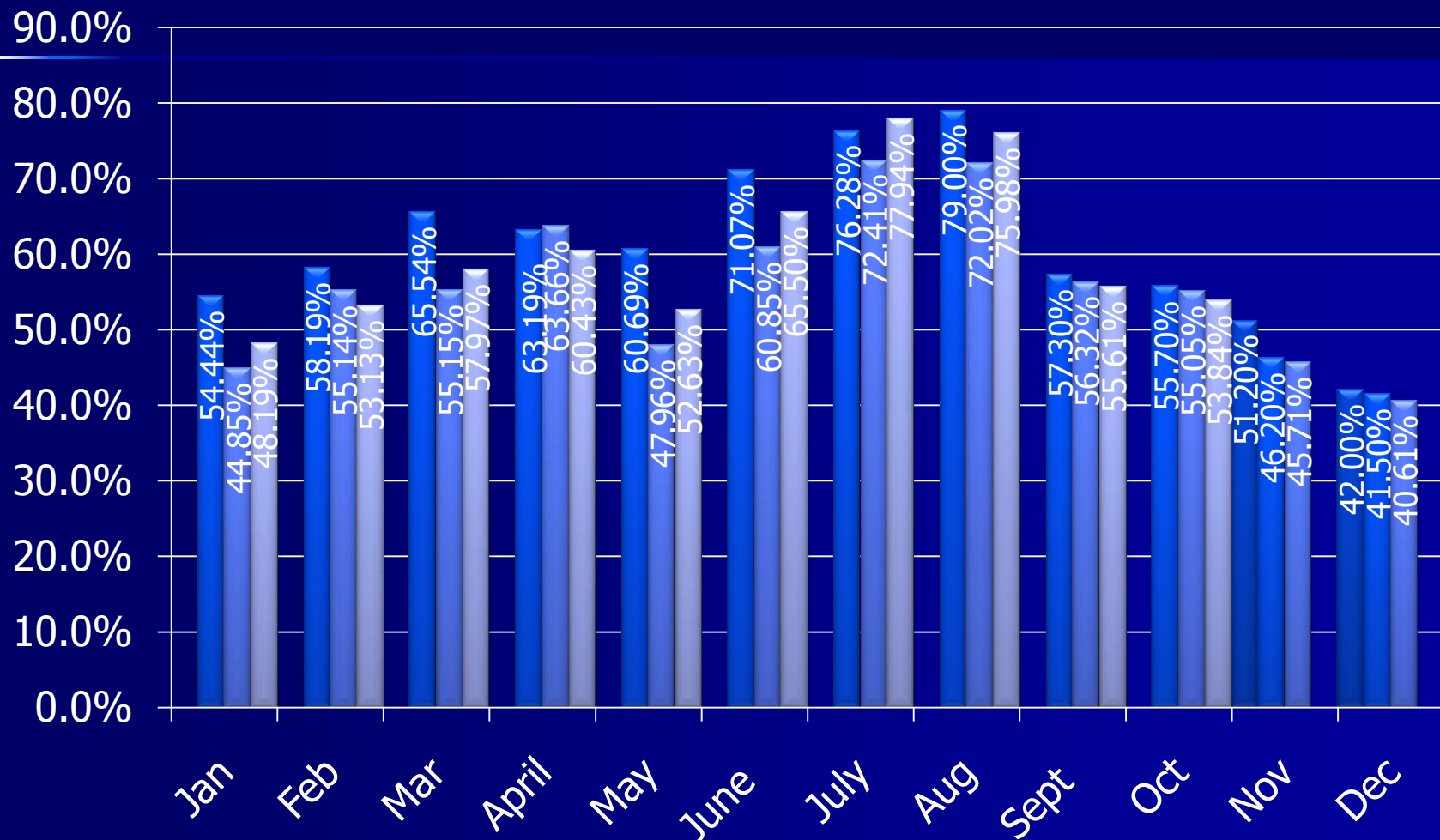
# CTBID Assessment Revenue

58 month period (since CTBID Inception)



# Monthly Occupancy rate\*

36 month period

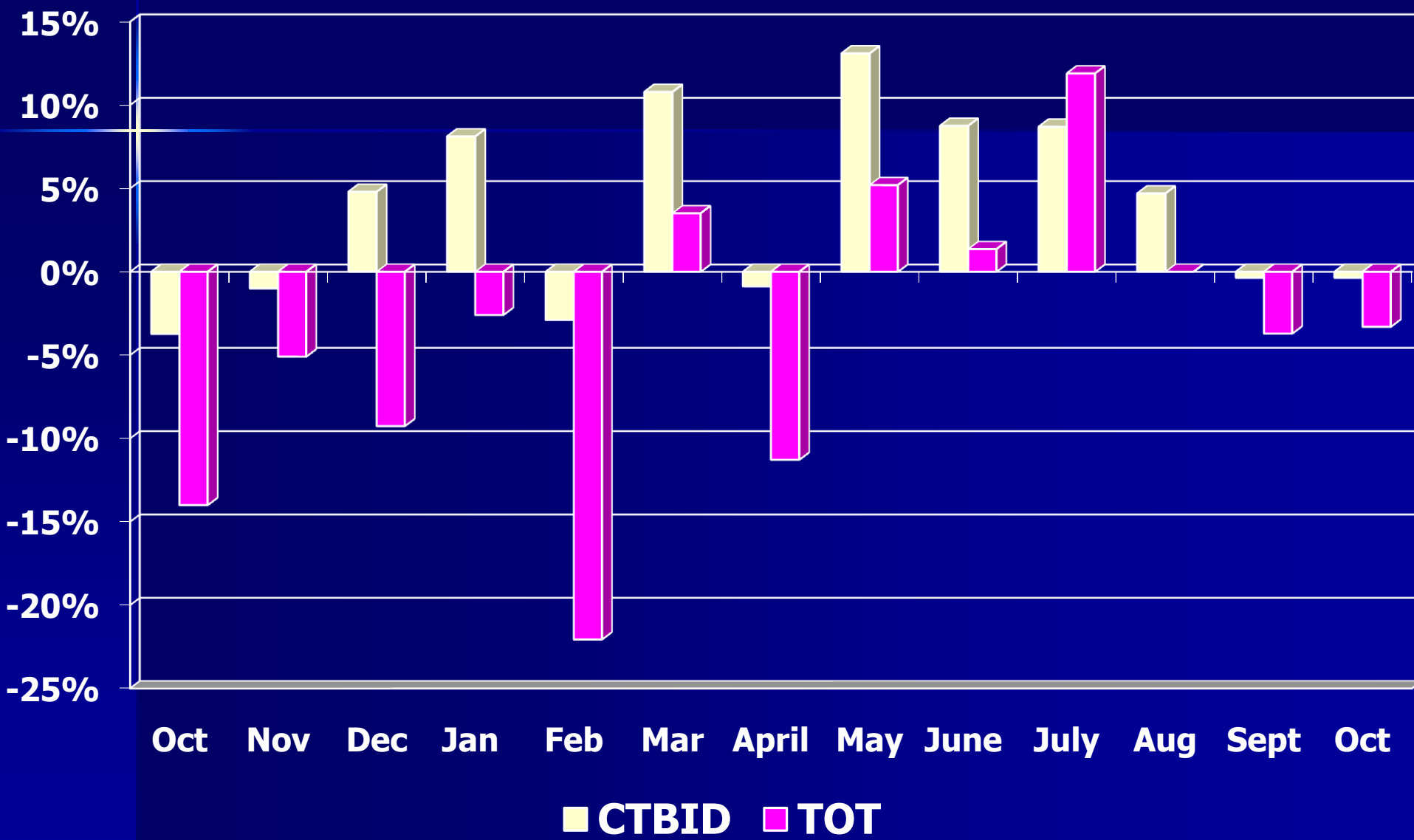


Month of hotel stay      ■ 2007   ■ 2008   ■ 2009   ■ 2010

\*Does not include comp rooms

Ave occupancy rate 57%

# **% Change over prior year Oct 2009 – Oct 2010**



Month of hotel stay

# 2010-11 Budget to Actual

	<b>Program Areas</b>	<b>Budget</b>	<b>Actual 11/30/10</b>	<b>Remaining Balance</b>
<u>Revenues:</u>				
	CTBID Assessment	800,000	380,531	419,469
	Interest Earnings	1,000	-471	1,471
	Misc Revenues	0	0	0
	Total Estimated Revenues	801,000	380,060	420,940
<u>Expenditures:</u>				
	2% Admin Fee - City	16,500	7,358	9,142
	CCVB Contract	756,582	310,245	446,337
	Staff support	16,500	4,693	11,807
	CTBID Grants	20,000	0	20,000
	Total Expenses	809,582	322,296	487,286

# FYTD 2010 vs 2011

<b>Program Areas</b>	<b>Actual</b>	<b>Actual</b>	<b>\$</b>	<b>%</b>
<u>Revenues:</u>	<b>30-Nov-09</b>	<b>30-Nov-10</b>	<b>Difference</b>	<b>Difference</b>
CTBID Assessment	366,690	380,531	13,841	3.8
Interest Earnings	-2,472	-471	2,001	81.0
Misc Rev	0	0	0	0
Total Estimated Rev	364,218	380,060	15,842	4.3
<u>Expenditures:</u>				
2% Admin. Fee - City	7,268	7,358	90	1.2
CCVB Contract	301,205	310,245	9,040	3.0
Staff support	6,053	4,693	-1,360	-22.5
CTBID Grants	7,200	0	-7,200	-100.0
RR&A Contract	15,200	0	-15,200	-100.0
Mindgruve Contract	110,083	0	-110,083	-100.0
Total Expenses	447,008	322,296	-124,712	-27.9

# Financial Highlights



- Oct CTBID Revenue collections \$63,375
- Oct TOT Revenue \$853,468
- Oct Occupancy rate 53.84%
- Last 12 months CTBID rev is up 3.3% over the prior 12 month period
- Room count has been the same over last 12 mo
- Ave Occupancy rate last 12 months =57%
- Total number of hotel rooms 3,617